ECONOMIC AND SOCIAL COUNCIL

Global Code of Ethics For Tourism

Research Report

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The power of the Internet

Forum: *Economic and Social Council (ECOSOC)*

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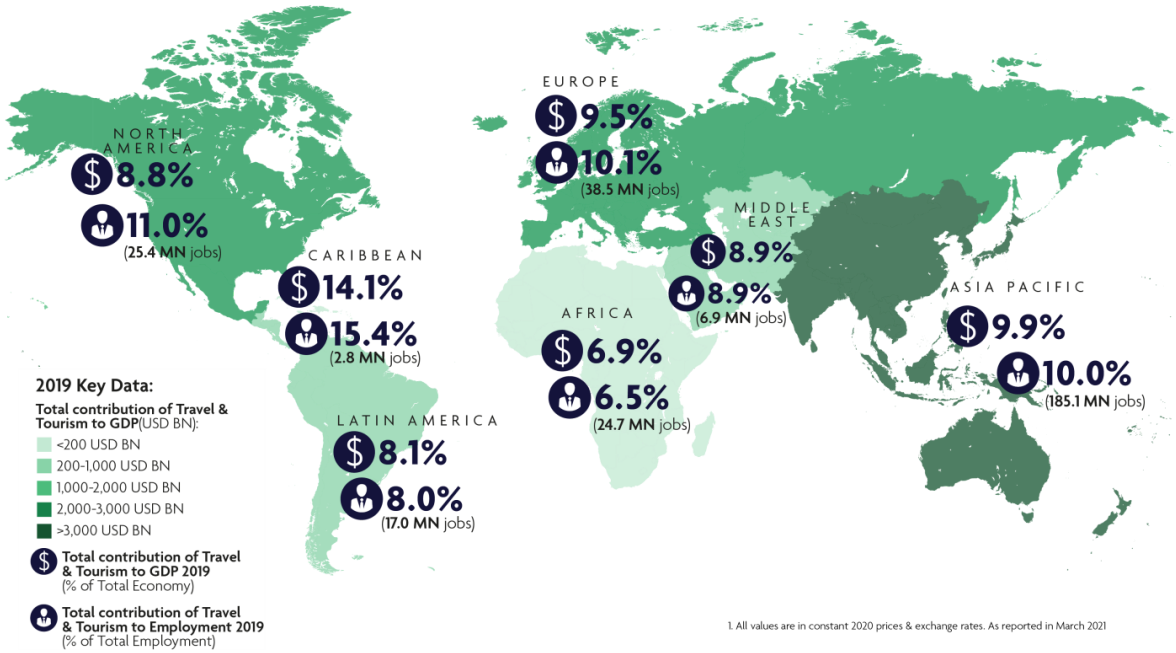
Introduction

The issue of global code of ethics is significant due to the importance of this sector in the world's economy and its impact on the lives of people, economy and environment. It is true that this sector has been affected by the pandemic; nevertheless it is expected that it would thrive again in the coming years as already in July 2021, an estimated 54 million tourists crossed international borders, according to the latest edition of the UNWTO World Tourism Barometer, which are the highest results since April 2020. According to the World Travel & Tourism Council (WTTC):

> Prior to the pandemic, Travel & Tourism (including its direct, indirect and induced impacts) accounted for 1 in 4 of all new jobs created across the world, 10.6% of all jobs (334 million), and 10.4% of global GDP (US$9.2 trillion). Meanwhile, international visitor spending amounted to US$1.7 trillion in 2019 (6.8% of total exports, 27.4% of global services exports).("Travel & Tourism Economic Impact.")



Source : https://wttc.org/Research/Economic-Impact

In fact the industry suffers from certain problems due to lack of awareness and organization which necessitated a code of ethics to guarantee successful tourism. Tourists' lack of knowledge of major customs, traditions, laws and regulations might lead to drastic consequences. Tourism should take into consideration human rights and the social, cultural and environmental aspects and their dimensions. The impact on the economy is likewise very important as tourism is a great source of income as previously mentioned.

Definition of Key Terms

Sustainable Tourism:

Tourism which takes into consideration the three pillars of sustainability including: Social, economic and environmental.

GDP:

"Gross domestic product (GDP) is the total monetary or market value of all the finished goods and services produced within a country's borders in a specific time period. As a broad measure of overall domestic production, it functions as a comprehensive scorecard of a given country's economic health." (Fernando, Jason)

(UNWTO) world tourism organization :

"specialized agency entrusted with the promotion of responsible, sustainable and universally accessible tourism, having its headquarters in Madrid, Spain."(UN Tourism News)

World Committee on Tourism Ethics(WCTE):

"Established in 2003, the World Committee on Tourism Ethics (WCTE) is an independent and impartial body under the aegis of the World Tourism Organization (UNWTO), a specialized Agency of the United Nations responsible for the promotion of responsible, sustainable and universally accessible tourism."(World Committee On Tourism Ethics)

General Overview

The World Tourism Organization (UNWTO), which aims at ensuring sustainable tourism and addressing all issues related to the sector, has called for a code of ethics in a resolution at the General Assembly. The aim is to ensure that all the problems associated with tourism would be tackled. The code includes 10 main articles which cover economic, social, cultural and environmental.

The articles empathize tourism promotion through understating the values, cultures, laws, religions, traditions in addition to health and security issues of the countries in addition to

addressing all matters related to the economy and environment. Furthermore, implementation of the code is the responsibility of all stakeholders.

Article 10 of the code includes an advisory implementation strategy; in which if any further clarification about the document is needed from interpretation to clarification from involved parties may be referred to the World Committee on Tourism Ethics (WCTE) thus noting that it is not a legally binding document.

The articles are :

- Article 1: Tourism's contribution to mutual understanding and respect between peoples and societies
- Article 2: Tourism as a vehicle for individual and collective fulfillment
- Article 3: Tourism, a factor of sustainable development
- Article 4: Tourism, a user of the cultural heritage of mankind and contributor to its enhancement
- Article 5: Tourism, a beneficial activity for host countries and communities
- Article 6: Obligations of stakeholders in tourism development
- Article 7: Right to tourism
- Article 8: Liberty of tourist movements
- Article 9: Rights of the workers and entrepreneurs in the tourism industry
- Article 10: Implementation of the principles of the Global Code of Ethics for Tourism ("GLOBAL CODE OF ETHICS FOR TOURISM")

Economic Challenges:

Tourism is one of the largests global industries. Prior to the pandemic, Travel & Tourism (including its direct, indirect and induced impacts) accounted for 1 in 4 of all new jobs created across the world, 10.6% of all jobs (334 million), and 10.4% of global GDP (US$9.2 trillion). Meanwhile, international visitor spending amounted to US$1.7 trillion in 2019 (6.8% of total exports, 27.4% of global services exports). For many countries, tourism is one of, perhaps even the biggest sector and source of revenue. Restricting tourists in their movements may prove to be costly for their economy. The question however is who benefits from the industry. Is it the local residents, or rather bigger corporations?

Tourism industries should be closely linked with local residents, and they must share equally in the economic, social, and cultural advantages they create, especially in the direct and indirect provision of jobs.

Tourism policies should be implemented in such a way that they help to improve the quality of life of the people who live in the areas visited and fulfil their needs; the management and geographical approach to and functionality of tourism resorts and accommodations should strive to incorporate them as much as possible into the local economic and social graces; local workforce should be prioritised.

Special emphasis should be devoted to the difficulties faced by coastal areas and island territories, as well as disadvantaged rural and mountain regions, for whom tourism is sometimes a rare chance for improvement in the face of the declining standard economic activity.

Social and Cultural Challenges :

Stakeholders in the tourism industry, as well as travelers, should be aware of and appreciate all citizens' cultural and social practices, particularly those of indigenous people and minorities.

Tourism services must respect men and gender rights and equality and protect human rights, particularly those of the most marginalized and disadvantaged groups, such as children, the older population, handicapped individuals, racial minorities, and indigenous groups.

Tourism activities should be carried out in a way that respects the host areas' and nations' traditions, as well as its laws, practices, and customs.

Manipulation of human beings in any form, especially sexual assault, mainly when subjected to children, is clearly inconsistent with the fundamental goals of tourism and is a contradiction to tourism; as such, it should be strongly countered with the participation of all States concerned, and punished severely without compromise by the national legal frameworks of both the country visited and the county of the culprit even when they are executed abroad.

Public authorities are responsible for ensuring the safety of visitors and their personal belongings; if necessary, they shall provide and ease access to security information, Any attacks, assaults, kidnappings, or acts of violence directed towards visitors or workers in the region, as well as any intentional destruction to tourist attractions or cultural or natural heritage components, shall be reported to the authorities and punished accordingly.

Major Parties Involved

Stakeholders in the tourism industry include, but are not limited to, national governments, local authorities, tourist associations and their financers, employees, tourists, local populations, governmental and non-governmental organizations, and UN agencies. Major agencies include the World Tourism Organization (UNWTO) and its related World Committee on Tourism Ethics (WCTE).

The Responsibilities of stakeholders include but are not limited to:

Tourism specialists should provide travellers with impartial and honest information about their locations, including transport, hospitality, and accommodation conditions. Tourism experts should ensure that the agreements they present to their clients are clear in terms of the type, price, and quality of services they commit to providing, as well as the financial compensation they must pay if they violate the contract

Tourism professionals in what is within their power, should demonstrate interest in collaborating with public authorities; for the safety, assault prevention, health protection, and food safety of travellers and tourists.

The press, specifically travel media, in addition to modern means of electronic communication, should provide accurate and balanced information on events and situations that may affect tourist flows; similarly, the media should not promote sexual exploitation in tourism in any way.

Tourism businesses should not take advantage of their positions. They should participate in local growth, avoid excessive profits and protect employees' fundamental rights, in collaboration with the government.

Timeline of Events

1997	Meeting in turkey called for the initiation of Global code of Ethics and for the following two years a draft was formed by a specialized committee and (world tourism organization) UNTWO's members
April 1999	Meeting in New York which endorsed the concept of the Code(the United Nations Commission on Sustainable Development argued in favour of the Code and urged UNWTO to obtain additional input from the private sector, non-governmental organizations, and labour organizations.) in Santiago, Chile, UNWTO resolution
October 1999	A/RES/406(XIII) (Over 70 UNWTO Member States and other bodies submitted written comments on the Code. The UNWTO General Assembly successfully accepted the resultant 10-point Global Code of Ethics for Tourism)
December,2001	UN General Assembly recognizes the Global Code of Ethics for Tourism in UN resolution A/RES/56/212 ,

Possible Solutions

Ensuring following the code of ethics and its articles would lead to sustainable tourism. Cooperation among all those involved is necessary and raising awareness regarding this issue is significant as well while addressing all negative environmental practices.

Tourism professionals, especially investors should conduct studies of the influence of their projects on the economic, environment, cultural and natural surroundings, and share data about their future programs and their predictable repercussions with considerable transparency and objectivity, as well as promote dialogue on their contents with the parties involved.

Furthermore, the government should ensure that the contents of travel agencies are subjected to consultation with the host country authorities.

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